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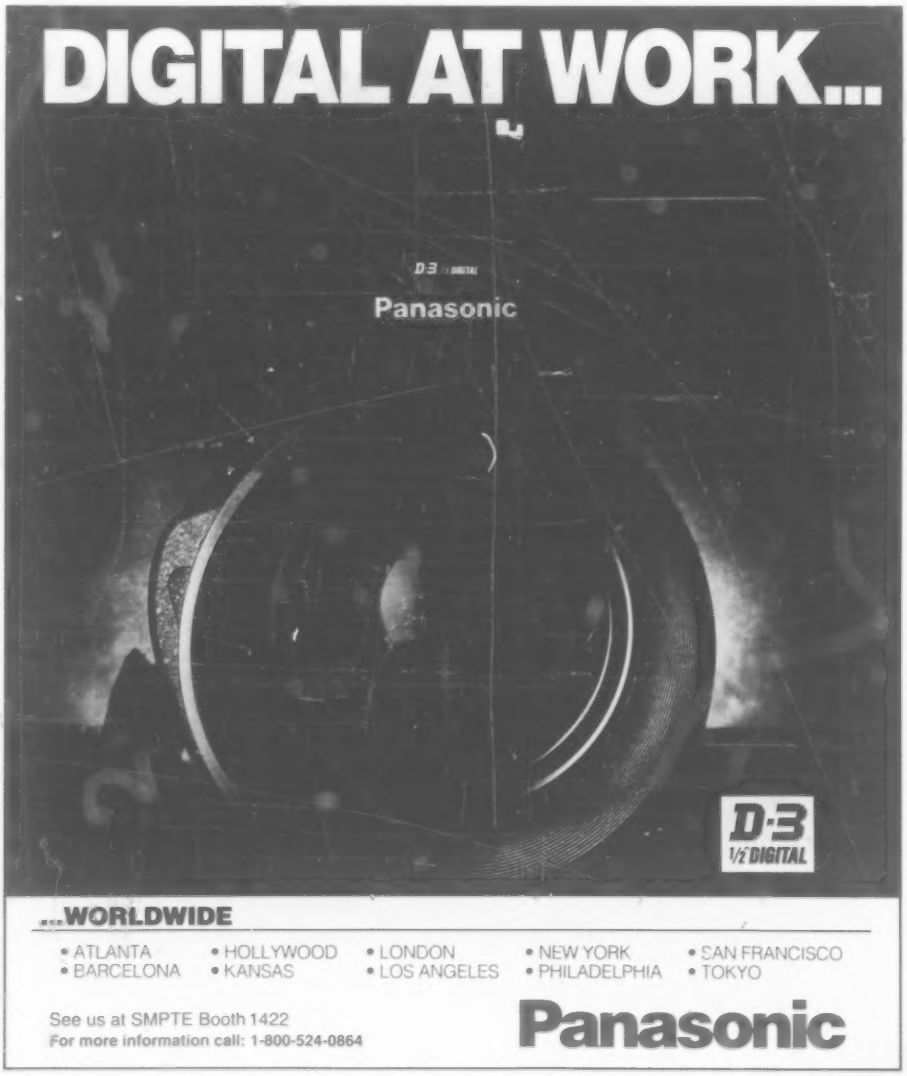
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THIS WEEK

23 / NETWORK SHARES UP

The four-network share of viewing for the first two weeks of the season is up about 5½% compared to the first two weeks of last season, according to A.C. Nielsen. Fox has shown the greatest gains on a percentage basis, up about 45%, with an average 7.9/13 for the two weeks compared to a 5.4/9 a year ago. The three-network share was flat at 65% for the first two weeks, with only CBS gaining: it's up a full rating point and two share points.

23 / FCC SEEKS JURISDICTION ON OVERCHARGES

The FCC is expected this week to issue a tentative order asserting jurisdiction over determining whether stations have violated the law requiring them to offer lowest unit rate charges to political candidates. If the FCC affirms the order, candidates will be precluded from suing stations to recover overpayments unless the FCC had already made an initial judgment that the law had been violated.

25 / CBS IN FRONT

Having won the first two weeks of the new season, CBS is a full point ahead of runner-up ABC so far in the third, and it hopes to solidify its season-to-date lead with big audiences for the upcoming baseball playoffs and World Series. Monday night, which CBS has won hands-down each week, is now the top night for viewing: the three-network share for last Monday was 74 percent.

26 / ABC DROPS LATE NIGHT

Facing affiliate defections, ABC announced it is discontinuing its Monday-Thursday late-night programing and would turn back the daypart to affiliates effective Nov. 14. ABC Entertainment President Phil Beuth said when he finds "a home-run idea we'll be back in the time period."

27 / PROMOTION AT ABC: MORE CUTS?

By appointing Senior Vice President Stephen Weiswasser to the number-two position at ABC News, Capital Cities/ABC has sparked rumors that the executive is being groomed for the top post at the network and that further belt-tightening is planned. Weiswasser will be in charge of news operations and management and will have no editorial control over the division.

28 / NBC SWITCHES TO OUTSIDE REPS

In a move representing the biggest piece of spot business

Professional and college basketball coverage faces the advertising slump (page 37).

to come into the market in years, NBC has decided to shut down its owned-station spot sales operations and farm out the work to two outside rep firms—Harrington, Righter & Parsons Inc. and Petry Inc. The news may fuel speculation that at least one other network, thought most likely to be CBS, will also choose to end its in-house rep operation.

31 / SERIES' STARTING LINEUP

ABC and NBC are hoping to repeat last year's success at pulling viewers away from CBS's World Series coverage by counterprograming made-for-TV movies, mini-series and strong regular shows. Programing scheduled against the series, which kicks off Oct. 19, includes a two-part *Dynasty Reunion*, *A Woman Named Jackie* and *I Still Dream of Jeannie*.

34 / ROMANCE IS ALIVE IN SYNDICATION

The successful staggered-market introduction of *Studs* and the early fanfare for the Bill Cosby-hosted *You Bet Your Life* are spurring the development of additional romance/game/comedy strips for next season. The Viacom Enterprises-Katz Communications programing consortium is launching the romantic game show *How's Your Love Life?* for March 1992. Columbia Pictures Television is testing *Ruckus* and King World is rumored to have acquired *Hollywood Squares* from Orion Pictures' defunct first-run TV division.

35 / GAY SUICIDE THEME HOLDS UP SHOW

Although all sides deny rumors that NBC asked for an upfront fee from the studio to cover anticipated sponsor defections, controversy persists over the handling of a *Quantum Leap* episode in which a gay character contemplates suicide. NBC Standards and Practices said it worried about the copycat factor, did not consider the story

"properly balanced" and needed more time to review the script. Executive producer Don Bellisario countered: "...This is an episode where they're looking for reasons not to accept the script because it deals with homosexuality."

42 / INTERNATIONAL PROGRAMING OUTLOOK

Distributors of international programing, with a few good years behind them, are unsure of what comes next. The surge in new broadcast licenses has subsided, and the program marketplace in Britain is depressed while operators await the awarding of ITV franchises. The German, Swedish and Dutch marketplaces are active, however, and distributors see the Asian Pacific rim as a prospective growth area.

44 / FORMAT BLEND TOPS CHARTS

Washington, D.C.'s WPGC-FM (Morningside, Md.) has earned the rare distinction of not only placing first in both Birch and Arbitron numbers but of winning the spot by a wide margin. A sleepy adult-contemporary station four years ago, WPGC has moved up steadily with an Urban-leaning Contemporary Hits format. General Manager Benjamin Hill eschews television and outdoor advertising, at least while the station is hot; the station has been able to grow mostly by word-of-mouth.

46 / OBJECTIONS TO AM BAND POLICY

A key element of the FCC's plan to bolster AM—expansion of the band to 1705 khz in an effort to reduce interference—has drawn fire from minority broadcasters, who object to the allocation of the new real estate to incumbents only. Two organizations

Among the counterprograming efforts against CBS's World Series telecasts: 'Dynasty Reunion' (page 31).

representing minority broadcasters are looking to band together and perhaps file a request for reconsideration. Some broadcasters have expressed wariness about deserting a secure spot on the current band and moving to unknown territory, and many see lack of power, not interference, as the problem.

50 / TCI CAMPAIGN

Responding to a customer survey that showed subscribers were unaware that systems paid franchise fees for programing, cable MSO Tele-Communications Inc. is launching a public relations campaign aimed at its customers and local and federal regulators. The effort will include national TV advertising, delineation of franchise fees on subscribers' bills (to make customers aware of "where their dollar goes," said a TCI executive) and mailing of an annual report to each of the company's 10 million households.

51 / CABLE'S REVENUE FUTURE

The talk of the Atlantic Cable Show was not so much television as it was diversification beyond TV into new revenue streams. Conventional wisdom seems to be that the 150-channel cable system of the future will shake out into 40-60 basic channels, a handful of subscription-based supermiche slots and upwards of 60 pay-per-view options. The industry is anxiously awaiting the results of the "near video" and video-on-demand tests soon to be conducted by Time Warner in its Queens system and by TCI.

52 / CABLE'S OPERATIONAL FUTURE

Cable executives at the CTAM conference last week saw themselves as a maturing industry, hampered by the slow—or declining—growth that such a designation implies. Participants heard reports that pay units have been down for seven of the last eight quarters—and basic growth was down for the first time ever—and were advised to improve product value by weeding out weak performers and adding promising new services.

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53 / CHASE TO SELL PROPERTIES

Chase Communications, which recently accumulated one of the larger broadcasting groups in the industry, is selling its properties so it can concentrate on business ventures in Eastern Europe. Observers questioned the timing of the move during the current soft market, but a Chase executive said the company considers the potential abroad to be worth the risk.

66 / MMDS LOTTERY

The FCC last week held a lottery for MMDS licenses, awarding 35 in 22 states, and a second contest for 100 or so licenses is scheduled for later this month. Often used to mean "wireless cable," a single MMDS license is not sufficient to make a system: such an operation requires at least eight MMDS channels, so any fortune awaiting a lottery winner will probably depend on his or her ability not to sell the license but to build a system.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 23	ABC 14.4/22			70. MacGyver [9.2/15] 8.6/14	9.8/16	13. NFL Monday Night Football—N.Y. Jets vs. Chicago Bears [16.8/30] 16.1/24	18.4/27	17.4/26	16.0/25
	CBS 18.4/28			8. Evening Shade [17.8/28]	6. Major Dad [18.4/28]	3. Murphy Brown [20.4/29]	4. Designng Wmn [19.5/28]	11. Northern Exposure* [17.1/27] 17.5/27	16.7/28
	NBC 16.7/25			22. Fresh Prince [15.1/24]	34. Blossom [13.1/20]	7. NBC Monday Night Movies—Wild Texas Wind [18.0/27] 17.4/25	17.9/26	18.5/29	18.2/30
Tuesday Sep 24	ABC 15.6/25			8. Full House [17.8/29]	8.Home Improvement [17.8/28]	1. Roseanne [21.4/32]	41. Homefront* [12.2/20] 13.3/21	12.2/20	11.0/19
	CBS 15.5/25			25. Rescue: 911 [14.8/24] 14.1/23	15.5/24	18. CBS Tuesday Night Movie—Murder in New Hampshire [15.9/26] 13.9/21	16.3/25	16.7/28	16.8/30
	NBC 13.7/22			26. NBC Movie of the Week—Perry Mason: Case of Fatal Fashion [14.6/23] 13.3/22	14.6/23	15.1/23	15.3/24	46. Law and Order [12.0/21] 12.1/20	11.8/21
Wednesday Sep 25	ABC 12.6/21			51. Dinosaurs [11.5/20]	33. Growing Pains [13.3/22]	13. Doogie Hsr* [16.8/26]	39. Sibs* [12.4/20]	53. Anything But Love* [11.3/19]	61. Good & Evil* [10.2/19]
	CBS 12.3/21			38. Royal Family [12.7/22]	65. Teech [10.1/17]	40. Jake and the Fatman [13.1/21] 11.9/19	12.7/20	34. 48 Hours [13.1/23] 13.1/22	13.0/24
	NBC 12.8/22			19. Unsolved Mysteries [15.8/27] 14.7/25	16.9/28	46. Night Court [12.0/19]	51. Seinfeld [11.5/19]	57. Quantum Leap [10.7/19] 10.7/18	10.7/20
Thursday Sep 26	ABC 10.2/17			70. Pros and Cons* [9.2/15] 8.8/15	9.5/15	73. FBI: Untold Stories* [9.1/14]	61. American Detective* [10.2/16]	48. Primetime Live [11.8/20] 12.2/20	11.4/21
	CBS 10.9/18			60. Top Cops [10.3/17] 9.7/16	10.9/18	69. Trials of Rosie O'Neill [9.5/15] 9.0/14	10.0/16	37. Knots Landing [12.8/22] 12.5/21	13.1/24
	NBC 16.1/26			17. Cosby [16.2/27]	15. A Different World [16.5/27]	2. Cheers [20.8/32]	15. Wings [16.5/26]	31. Reasonable Doubts [13.4/23] 13.7/23	13.1/24
	FOX 11.0/18			36. Simpsons [12.9/22]	67. Drexell's Class [9.9/16]	58. Beverly Hills 90210 [11.9/19] 10.4/16	10.9/17		
Friday Sep 27	ABC 12.5/24			41. Family Matters [12.2/24]	29. Step By Step [13.8/25]	41. Perfect Strgrs [12.2/23]	41. Baby Talk [12.2/23]	45. 20/20 [12.1/24] 12.0/23	12.1/25
	CBS 10.7/20			74. Princesses [8.5/16]	65. Brooklyn Br [10.1/19]	49. CBS Friday Night Movie—Stranger at My Door [11.7/22] 11.2/21	12.1/22	11.8/23	12.2/25
	NBC 6.8/13			89. Real Life w/J. Pauley [5.8/11]	88. Expose [6.0/11	84. Dear John [6.8/13]	80. Flesh N Blood [7.3/13]	75. Reasonable Doubts* [8.2/16] 8.2/16	8.5/17
	FOX 5.9/11			79. America's Most Wtd [7.5/15] 7.8/15	7.2/14	96. Ultimate Challenge [4.3/8] 4.4/8	4.2/8		
Saturday Sep 28	ABC 8.5/16			61. Who's the Boss? [10.2/19]	58. Growing Pains [10.6/20]	80. Young Riders* [7.3/13] 7.0/13	7.5/13	76. The Commish* [7.9/16] 7.9/15	7.8/16
	CBS 7.7/15			78. CBS Saturday Movie—Her Alibi [7.6/14] 6.4/12	7.1/13	8.2/15	8.5/15	76. P.S. I Luv U [7.9/16] 7.7/15	8.1/16
	NBC 11.9/22			55. Golden Girls [10.9/21]	61. Torkelsons [10.2/19]	22. Empty Nest [15.1/27]	31. Nurses [13.4/24]	55. Sisters* [10.9/21] 11.1/21	10.6/21
	FOX 6.0/11			86. Cops [6.3/12]	80. Cops 2 [7.3/13]	92. Totally Hidden Video [5.4/10]	95. Best of the Worst [4.8/9]		
Sunday Sep 29	ABC 13.2/22	70. Life Goes On [9.2/16] 8.2/15	10.1/17	22. Am. Fun. H. Videos [15.1/24]	21. Am. Funniest People [15.4/24]	28. ABC Sunday Night Movie—Keeping Secrets [14.2/23] 12.7/19	14.2/22	15.0/24	14.8/25
	CBS 17.0/28	4. 60 Minutes [19.5/35] 18.1/34	20.9/36	11. Murder, She Wrote [17.1/27] 16.5/26	17.8/27	20. CBS Sunday Movie—Mission of the Shark [15.6/25] 15.3/23	16.1/25	16.1/26	14.9/25
	NBC 8.6/14	92. Adv/Mark Brian [5.4/10]	90. Eerie, Ind. [5.6/10]	90. Man of the People [5.6/9]	83. Pacific Station [7.0/11]	49. NBC Sunday Night Movie—...And Then She Was Gone [11.7/19 10.6/16]	11.5/18	11.9/19	12.5/21
	FOX 9.1/15	87. True Colors [6.2/12]	85. Parker Lws [6.6/11]	30. In Living Color [13.7/22]	53. Roc [11.3/17]	26. Married/Chdn [14.6/22]	68. Herman's Head [9.8/15]	94. Sunday Comics [5.1/8] 5.4/9	4.8/8

WEEKLY PRIME TIME AVERAGE	ABC 12.5/21	CBS 13.4/23	NBC 12.3/21	FOX 8.2/14
SEASON PRIME TIME AVERAGE	ABC 11.7/20	CBS 14.0/24	NBC 12.4/21	FOX 7.9/13

YELLOW = 1/2 HR WINNER

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BASKETBALL TELECASTS ADJUST TO LEANER TIMES

Slower sales than usual in college arena; professional sees value in multiyear deals

As NBC and TNT enter the second year of their four-year contracts with the National Basketball Association, neither network is boasting about big profits. NBC Sports executives are said to be expecting at best a small profit on the network's $600-million deal, while Turner Sports executives are budgeting for a loss on their $275-million contract.

But in comparison to other sports, professional basketball appears to be faring well in the slumped marketplace. Both NBC and TNT are already about 75% sold out on the upcoming NBA season and have been able to do so at pricing consistent with last year.

"They're in a very, very good position right now," said SFM Media's Gary Villante, director of network negotiations for Isuzu and Avis.

NBC is benefiting from long-term deals with Miller Brewing and eight automakers, including General Motors Corp., Ford Motor Corp., Chrysler Corp., Toyota Motor Sales USA, Nissan Motor Corp. USA, American Honda Motor Corp., Mazda Motor of America and Mitsubishi Motors Corp.

Largely as a result of those multiyear deals, NBC Sports President Dick Ebersol has said that the NBA contract has already made money and will continue to make money over the course of the four-year contract.

Going into the second year of the contract, one NBC Sports insider said unit pricing for a 30-second spot in the upcoming season is holding at about last year's level. According to information from Arbitron's Broadcast Advertisers Reports (BAR), spots last year averaged $44,400 in the fourth quarter of 1990 and $55,000 in the first quarter of 1991. Unit prices for the championship series were going for an estimated $225,000, while 30-second spots for the 1991 NBA All-Star game went for about $140,000.

Ratings for the NBA on NBC have so far been a mixed bag (see chart, p.38). While the 1991 NBA finals were up almost 30% over the previous year, the network saw a 10% drop in regular season ratings and an 8% decline in playoff numbers.

NBC will add two regular season NBA games to its schedule this year, bringing the network's total to 24.

On the cable side, TNT is close to 75% sold out on its 1991-92 NBA schedule through deals with incumbent advertisers, according to Turner executive Mark Mariani. Pricing is said to be up slightly from last year, when units sold at about $12,000 during the regular season and $30,000 for playoff games. TNT is guaranteeing a 2.1 national rating among cable homes for its regular season games and a 3.6 average rating for the playoffs. Entering its third year of NBA coverage on Nov. 1, TNT will feature 51 regular-season prime time contests and several special events, including at least 26 playoff games.

Turner Sports President Terry McGuirk earlier this year acknowledged that the company was budgeting at a loss on its NBA package, but would not provide specific figures. Regardless of any losses, said Kevin O'Malley, Turner Sports vice president of programing, "we're in a pretty positive position relative to what is out there in the marketplace."

On the local side, NBA teams are expected to take in about the same amount as last year, $104 million, in various deals with over-the-air and cable TV and local radio. A number of major local contracts will not be up for renewal until 1996, according to Ken Haines, executive vice president, Raycom Sports and Entertainment.

In other significant NBA TV developments, a federal judge in Chicago earlier this year knocked down efforts by the association to limit to 20 the number of games that can be aired by a superstation. Tribune-owned WGN-TV, which won the case, will this season increase the number of Bulls telecasts from 25 to 30 regular-season games.

College basketball

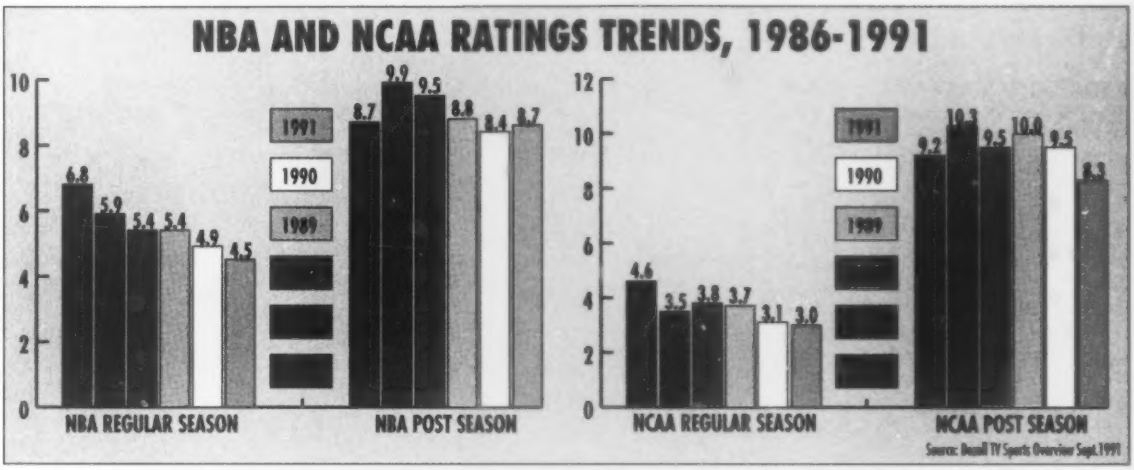
As with most sports properties on television these days, college basketball is learning to adjust to tough economic times. Sales are moving at a slower pace than they have in the past; fewer games are making their way to the national broadcast schedules, and network sports divisions are looking for ways to make production of the games more affordable.

The most obvious cost-saving move by a network this season will be a new deal between ABC Sports and Raycom Sports and Entertainment in which the independent producer-syndicator will pay the network about $1.5 million in exchange for distribution of at least 26 Sunday afternoon college basketball games. The deal allows ABC to televise games while avoiding the high costs usually associated with in-house production.

"Using the mere scale of efficiency, we're able to negotiate production arrangements cheaper than an organization producing 30 games a year," said Raycom's Ken Haines. "There's an economy of scale."

Some executives at the major NCAA conferences have expressed concern that the tough economy is resulting in a declining number of national network broadcasts for college basketball. NBC will present six games this season, up from four last year but down from 20 games during the 1989-90 season; CBS will drop three regular season games previously covered on a regional basis, and ABC Sports will present its 26-game schedule in 11 broadcast windows on a predominantly regional basis.

"It is a concern, but at this point I'm not sure what can be done about it," said Jim Haney, commissioner of the Big West Conference. "The advertising dollars are becoming increasingly diffi-



cult to get. I'd like to think it's going to come back, but there's so much sports on television that you really need something special to make it stand out."

The networks are likely to air more college basketball as the 1997 expiration date nears on CBS's NCAA Tournament package, said Mark Womack, executive associate commissioner, Southeastern Conference. The networks will likely do so in order to win favor with the NCAA, he explained.

CBS Sports will be entering the second of its seven-year, $1-billion deal to carry the NCAA Tournament package, spending an average of $143 million this season in rights to the games. The 65-hour slate of games last year saw a drop in average tournament and championship game ratings compared with 1990-91 (see chart), but CBS Sports President Neal Pilson said the coverage nevertheless made a small profit in its debut outing.

In other CBS Sports developments this year, the network will be entering the first of a four-year deal with the Big Ten. The network has agreed to pay approximately $4.7 million per season for 20 annual team appearances by the league, which was previously featured on ABC. With the completion of the deal, CBS now holds exclusive rights to the network broadcasts of both the Big East and Big Ten games.

CBS will present 29 national Saturday and Sunday afternoon broadcasts featuring 24 different teams from five conferences. The network's 11th consecutive season of NCAA regular-season Division I basketball begins Dec. 7 at 3:45 p.m. ET with Kentucky at Indiana and concludes with coverage of the women's and men's NCAA Division I Basketball Championship games on April 5 and 6, respectively.

Raycom, which will be handling the scheduling, marketing and production of all college basketball games on ABC, will be involved in the production or sale of more than 350 games representing six major conferences: ACC, Big Eight, Big Ten, Metro, Pac-10 and Southwest Conference.

Among those conferences, the ACC will this season enter the first of a six-year deal allowing Raycom to handle all clearances on its games. Raycom last season handled only regional distribution of the ACC games, while the league itself had ironed out a one-year $1.9-million network deal with CBS.

Haines said regional sales for the upcoming season have been steady at Raycom, which covers about 75% of the United States through regional deals. "When advertisers have to cut, they tend to cut the national product rather than the regional product," according to Haines.

Sales have not yet taken off at ESPN on its extensive college basketball schedule, but executives at the cable network have learned not to panic.

"It seems to me the pace of sales is three to four weeks behind the traditional pattern," said ESPN's Jack Bonanni, senior vice president, advertising sales. "It has taught me a new kind of patience."

ESPN is guaranteeing average ratings of 1.6 for its fourth-quarter games and 2.0 for the early 1992 match-ups. Bonanni said although sales might take a little longer than they once did, he did not anticipate any price-cutting on ESPN's 200-plus game schedule.

ESPN's 1991-92 schedule begins on Nov. 15 with the Indiana-UCLA Tip-Off Classic, which will be the first prime time start for the season opener. ESPN's coverage, which runs through March, will feature 118 teams prior to the championship, the most ever for the cable network. At least 30 of the 32 final teams in last year's NCAA tournament will be featured.

Among the biggest shifts in the ESPN schedule will be moving Big Ten games from Mondays at 9:30 p.m. ET to Tuesdays at 7:30 p.m., allowing for more appearances by the conference's Midwestern teams. ESPN's Monday night triple-header, *Big Monday*, will now begin with the Big East at 7:30, followed by the Big Eight at 9:30 and, in most cases, wrapping up with a Big West game.

The Big Ten Conference renegotiated an existing six-year deal with ESPN last spring to allow for the shift from Mondays to the earlier Tuesday time slot. Under the terms of the new agreement, the conference will be seen on ESPN at least through the 1996-97 season.

Following the Big Ten on Tuesday nights on ESPN will be the Southeastern Conference at 9:30 p.m. Wednesday nights on the cable network will continue to feature Big East and Atlantic Coast Conference doubleheaders, while Thursdays will present a double-header selected from a number of different conferences, including the Pac 10 and the new Great Midwest Conference.

In other college basketball coverage, SportsChannel America, which reaches a total 11 million subscribers nationally through its various regional networks, will deliver almost 140 games representing mostly independent schools. Prime Network, through its 15 affiliated regional networks, will deliver an as-yet-undetermined schedule of games to a portion of its 23 million subscribers. -30-

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WGNE-FM Titusville, Fla. □ Sold by SBC Technologies Inc. (formerly Sage Broadcasting) to Southern Starr Broadcasting Group Inc. for $3.5 million. **Seller** is headed by Gerald A. Poch and also owns WACO-AM-FM Waco, Tex., and WVMX(FM) Stowe, Vt. **Buyer** is headed by Robert E. Long and also owns KOLL(FM) Pine Bluff (Little Rock), Ark.; WPLR(FM) New Haven, Conn., and WKNN-FM Pascagoula (Biloxi-Gulfport), Miss. WGNE-FM has country format on 98.1 mhz with 50 kw and antenna 462 feet above average terrain. *Broker: Biernacki Brokerage.*

KIXI(AM) Seattle □ Sold by Noble Broadcast Group to The Sandusky Radio Group for $3.5 million. **Seller** is headed by John T. Lynch and also owns seven AM's and 10 FM's. **Buyer** is headed by Norman Rau and recently sold KRMX-FM San Diego for $10.1 million ("Changing Hands," Aug. 5). Sandusky Radio, through subsidiaries, also owns KEGL(FM) Dallas-Fort Worth; KDKB(FM) Mesa (Phoenix), Ariz., and KLSY-AM-FM Bellevue (Seattle-Tacoma), Wash. Sandusky Radio is in process of divesting KLSY(AM) Bellevue to avoid multiple ownership rule violations. **Buyer** is subsidiary of Sandusky Newspapers Inc., publisher of four midwestern newspapers. KIXI has big band format on 880 khz with 50 kw day and 10 kw night. *Broker: Ray Stanfield & Associates.*

WZAZ-AM-FM Jacksonville, FL □ Sold by Thomas M. Baumer, transfer agent, to UNC Media Group Ltd. for $2.025 million. Terms: $200,000 cash at closing and $1.825 million assumption of seller's liabilities. **Seller** has no other broadcast interests. **Buyer** is headed by Edward Dugger III and recently purchased WKKV-AM-FM Racine, Wis. Dugger is principal of UNC Ventures Inc., specializing in financing for minority-owned communications businesses. WZAZ(AM) is fulltimer with black format on 1400 khz with 1 kw. WZAZ-FM has urban contemporary format on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

KGDD(AM) Paris, Tex. □ Sold by Lamar County Broadcasting to Webster Broadcasting Corp. for $561,893 cash. **Seller** is headed by Ray Eller and has no other broadcast interests. **Buyer** is headed by Charles L. Webster and has no other broadcast interests. KGDD has country format on 1250 khz with 500 w day and 95 w night.

WXRS-AM-FM Swainsboro, Ga. □ Sold by Crossroads Radio Inc. to Lacom Communication Inc. for $448,773. Station is being repurchased by previous owner, who sold station last year for $500,000 ("Changing Hands," Sept. 3, 1990). Terms: $323,773.25 assumption of liabilities and $125,000 cancellation of debt owed by seller to buyer. **Seller** is headed by Roy A. Thompson, and has no other broadcast interests. **Buyer** is headed by Owen L. Studstill and has interests in WXKO(AM)-WKXK(FM) Fort Valley, Ga., and WGLC-AM-FM Mendola and WXKO-FM Pana, both Illinois. WXRS has black format on 1590 khz with 2.5 kw day and 25 w night. WXRS-FM has country format on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

KKHQ(FM) Odem, Tex. □ Sold by Capi Spanish Broadcasting Inc. to Fulgham & Wood Communications for $275,000 three-year promissory note at 10%. **Seller** is headed by Hector P. Gonzales and has no other broadcast interests. **Buyer** is headed jointly by William W. Fulgham

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$4,430,393** □ **4**
FM's □ **$4,140,000** □ **9**
AM-FM's □ **$2,723,773** □ **3**
TV's □ **$0** □ **0**
Total □ **$11,294,166** □ **16**

Year to Date:

AM's □ **$65,901,372** □ **210**
FM's □ **$174,381,958** □ **221**
AM-FM's □ **$194,884,681** □ **153**
TV's □ **$926,654,200** □ **65**
Total □ **$1,361,822,211** □ **649**

For 1990 total see Jan. 7, 1991 BROADCASTING.

1976-91
Celebrating Our 15th Year

August 30, 1991

Davenport LTD, Partnership

has completed the sale of the assets of

KLJB-TV
Davenport, Iowa
to

Grant Communications
and
CitiCorp Venture Capital

The undersigned initiated this transaction on behalf of the seller and assisted in the negotiations and financing.

THE TED HEPBURN COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, Florida 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

application mod. of CP (BPH880519OA) to change ERP: 100 kw H&V; change ant.: 200 m.; TL: 3 mi S of Rte. 6; change to class C1 (per docket #574).

■ **Milton-Freewater, OR** KLUB(FM): 97.9 mhz—Aug. 28 application for CP to change ERP: 5.1 kw H&V; ant.: 215 m.; change TL: Microwave Hill, Duroc, OR: 310 mi W of Durioc Grain Elevator; change to class C3 (per docket #89-203).

■ **Bedford, PA** WAYC-FM: 107.5 mhz—Aug. 27 application mod. of license to increase ERP: 0.37 kw H&V (pursuant to docket #88-375).

■ **Berwick, PA** WZWB(FM): 103.5 mhz—Sept. 3 application mod. of CP (BPH871110NK) to change ERP: 2 kw H&V; change ant.: 117.9 m.; TL: 41 05 11N 76 16 41W.

■ **South Williamsport, PA** WFXX-FM: 99.3 mhz—Sept. 9 application for CP to change ERP: 4.2 kw H&V; ant.: 120 m.; TL: 1000 ft. E of Tre. 552, 3001 ft. S of junction with Rte. 589, 9 mi NE of city.

■ **Hormigueros, PR** WBOZ-FM: 92.1 mhz—Sept. 3 application for CP to change ERP: 2 kw H&V; ant.: 337 m.; change TL: Barrio Atalaya, 4.05 km S of Aguada, PR.

■ **Charleston, SC** WSUY(FM): 100.7 mhz—Sept. 12 application for CP to change freq: 100.5 MHz; ERP: 25 kw H&V; ant.: 100 m.; TL: Secessionville Road, Charleston, SC; class: C3; per docket 90-32.

■ **Lancaster, SC** WRHM(FM): 107.1 mhz—Aug. 14 application for CP to change ERP: 2.6 kw H&V.

■ **Carthage, TN** WUCZ(FM): 102.3 mhz—Aug. 19 application for CP to change ERP: 2.3 kw H&V; ant.: 148 m.; change TL: .8 km at 204 degrees (T) from intersection of Hwy. 70 N and Horseshoe Bend Rd.; near Elmwood, TN.

■ **Germantown, TN** WEZI-FM: 93.3 mhz—Aug. 22 application for CP to change ERP: 50 kw H&V; ant.: 144 m.; TL: 1.1 km E of US Rte. 78, Mineral Wells, MS; Channel: 231C2; employ a directional antenna; per docket 87-619.

■ **Waynesboro, TN** WTNR-FM: 94.9 mhz—Aug. 19 application mod. of CP (BPH890104MC) to change ERP: 25 kw H&V; change class: C3 (per docket #90-564).

■ **Beeville, TX** KYTX(FM): 97.9 mhz—Sept. 5 application mod. of CP (BPH900108ID) to change ERP: 34 kw H&V; change ant.: 178 m.

■ **Cameron, TX** KCRM(FM): 103.1 mhz—Aug. 22 application for CP to change TL: 30 45 16N 96 54 30W.

■ **Canyon, TX** KAKS-FM: 107.9 mhz—Aug. 22 application mod. of CP (BPH830419AI as Mod) to change ant.: 418 m.; TL: 6.3 km NE (53 degrees (T)) of Bushland, TX.

■ **Corpus Christi, TX** KBSO(FM): 94.7 mhz—Aug. 21 application mod. of CP (BPH880310NV) to change ant.: 87 m.; change TL: .25 mi SE of Rand Morgan Rd. on Southbound Access Rd. of IH-37, Corpus Christi, TX.

■ **Payson, UT** KTCE(FM): 92.3 mhz—Sept. 5 application mod. of CP (BPH880421MM) to change ERP: 0.110 kw H&V; change ant.: 675.4 m.; TL: 9 km NW of Payson in W Mountain Communications site, UT.

■ **Pullman, WA** KZZL-FM: 99.5 mhz—Aug. 16 application for CP to change ERP: 81.4 kw H&V; ant.: 323 m.; change to class C1 (per docket #90-386).

■ **Altoona, WI** (no call letters): 98.1 mhz—Sept. 4 application mod. of CP (BPH900517MH) to change ant.: 85 m.; change TL: 1819 Mitchell Ave., Eau Claire, WI.

■ **Stevens Point, WI** WMGU(FM): 104.9 mhz—Aug. 30 application for CP to change ERP: 25 kw H&V; TL: intersection of Bluebird Lane and Burma Rd., NW of Mosinee, WI; change to class C3; change City of license to Marathon, WI (per docket #90-87).

TV's

■ **Houston** KZJL(TV) ch. 61—Aug. 30 application mod. of CP (BPCT820510KR) to change ERP: 2740 kw; ant.: 552 m; TL: .8 km NE of Senior Rd. near Mustang Bayou, TX; antenna: Andrew ATW 30H2-HSC2-615, (DA)(BT).

■ **Llano, TX** KLNO(TV) ch. 14 Sept. 16 application mod. of CP (BPCT851105KE) to change ERP (vis): 3236 kw; ant.: 269 m; TL: 8 mi SE of Llano, TX; Off State Route 71; antenna: Dielectric TFU-36J(BT); 30 40 98N 98 33 59W.

Actions

AM's

■ **Moulton, AL** WHIY(AM): 1190 khz—Aug. 28 application (BP910116AB) dismissed for CP to correct coordinates to: 34 28 57N 87 18 23W and increase tower height.

■ **Punta Gorda, FL** WCCF(AM): 1580 khz—Sept. 23 application (BP900718AE) granted for CP to reduce power to 710 w and make changes in antenna system.

■ **Ely, MN** WELY(AM): 1450 khz—Sept. 4 application (BMP910805AD) granted mod. of CP (BP891204IF) to change TL: E. end of Allaire St. between First Ave. E and Third Ave. E., Ely St., MN; 47 53 40N 91 51 50W; make changes in antenna system.

■ **New York** WLIB(AM): 1190 khz—Sept. 3 application (BP900405CQ) returned for CP to change hours of operation to unlimited by adding night service with 5 kw on freq: 1200 khz (remain on 1190 khz during day) and make changes in antenna system.

■ **New York** WWRV(AM): 1330 khz—Aug. 29 application (BP910624AE) granted for CP to change from commercial station to non-commercial educational station.

■ **Wadesboro, NC** WADE(AM): 1340 khz—Sept. 5 application (BP900320AE) granted for CP to increase power to 1 kw and make changes in antenna system.

■ **Cuyahoga Falls, OH** WCUE(AM): 1150 khz—Sept. 5 application (BMP900720AB) granted mod. of CP (BP890809AC) to augment daytime pattern.

■ **Mobridge, SD** KOLY(AM): 1[illegible]z—Sept. 4 application (BP910624AB) granted for CP to correct coordinates to: 45 32 07N 100 20 45W.

■ **Del Valle, TX** KIXL(AM): 970 khz—Sept. 16 application (BMP910805AC) granted mod. of CP (BP900518AH) to augment daytime pattern.

■ **Gloucester, VA** WXGM(AM): 1420 khz—Sept. 16 application (BMP910809AE) granted mod. of CP (BP910328AC) to reduce day power to 704 watts and make changes in antenna system.

■ **Norton, VA** WNVA(AM): 1350 khz—Aug. 27 application (BP910520AE) granted for CP to correct coordinates to: 36 57 58N 82 35 17W.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,987	236	5,223
Commercial FM	4,502	1,013	5,515
Educational FM	1,475	300	1,775
Total Radio	**10,964**	**1,549**	**12,513**
Commercial VHF TV	557	15	572
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	**1,483**	**200**	**1,683**
VHF LPTV	214	148	362
UHF LPTV	711	800	1,511
■ Total LPTV	**925**	**948**	**1,873**
FM translators	1,871	350	2,221
VHF translators	2,698	78	2,776
UHF translators	2,338	396	2,634

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.